

# Opportunity Assessment



**Instructions:**

- 1) Review matrix and customize for your needs. Feel free to add additional components and assign a value to it. A score of 3 points should always be assigned to the optimal answer (e.g., start-up costs are low or fit with mission is high).
- 2) List the current programs and/or future opportunities that you identified.
- 3) Through an individual or group process, assess each component for ease of operations, impact on mission and return on investment according to the matrix. Calculate an overall score for each program/opportunity.
- 4) Identify the top 2-3 programs and/or opportunities based on those that have the highest scores.

Program/Opportunity	Ease of Operations			Impact		Return on Investment			Overall Score
	<i>Internal Expertise &amp; Capacity</i>	<i>Operational Complexity</i>	<i>Synergy</i>	<i>Fit with Mission</i>	<i>Impact on Constituents &amp; Community</i>	<i>Start-up &amp; Operating Costs</i>	<i>Market Demand</i>	<i>Expected Revenue</i>	
<b>H = High</b> <b>M = Medium</b> <b>L = Low</b>	H=3, M=2, L=1	H=1, M=2, L=3	H=3, M=2, L=1	H=3, M=2, L=1	H=3, M=2, L=1	H=1, M=2, L=3	H=3, M=2, L=1	H=3, M=2, L=1	
<b>Space Rental – Indoor Gymnasium</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>19</b>